



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Etowah, AL

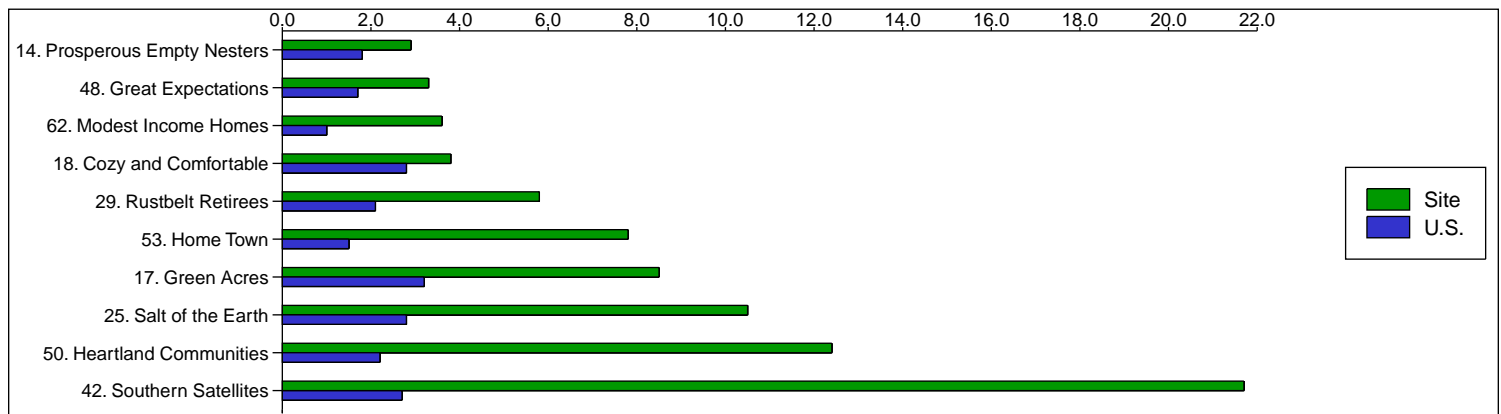
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	42. Southern Satellites	21.7%	21.7%	2.7%	2.7%	795
2	50. Heartland Communities	12.4%	34.1%	2.2%	4.9%	576
3	25. Salt of the Earth	10.5%	44.6%	2.8%	7.7%	378
4	17. Green Acres	8.5%	53.1%	3.2%	10.9%	267
5	53. Home Town	7.8%	60.9%	1.5%	12.4%	534
	Subtotal	60.9%		12.4%		
6	29. Rustbelt Retirees	5.8%	66.7%	2.1%	14.5%	278
7	18. Cozy and Comfortable	3.8%	70.5%	2.8%	17.3%	133
8	62. Modest Income Homes	3.6%	74.1%	1.0%	18.3%	359
9	48. Great Expectations	3.3%	77.4%	1.7%	20.0%	188
10	14. Prosperous Empty Nesters	2.9%	80.3%	1.8%	21.8%	157
	Subtotal	19.4%		9.4%		
11	64. City Commons	2.9%	83.2%	0.7%	22.5%	425
12	56. Rural Bypasses	2.8%	86.0%	1.5%	24.0%	188
13	46. Rooted Rural	2.4%	88.4%	2.4%	26.4%	98
14	07. Exurbanites	2.2%	90.6%	2.5%	28.9%	87
15	26. Midland Crowd	1.8%	92.4%	3.7%	32.6%	48
	Subtotal	12.1%		10.8%		
16	57. Simple Living	1.6%	94.0%	1.4%	34.0%	111
17	30. Retirement Communities	1.0%	95.0%	1.5%	35.5%	71
18	33. Midlife Junction	1.0%	96.0%	2.5%	38.0%	39
19	65. Social Security Set	0.9%	96.9%	0.6%	38.6%	140
20	41. Crossroads	0.8%	97.7%	1.5%	40.1%	54
	Subtotal	5.3%		7.5%		
	Total	97.7%		40.1%		243

Top Ten Tapestry Segments

Site vs. U.S.

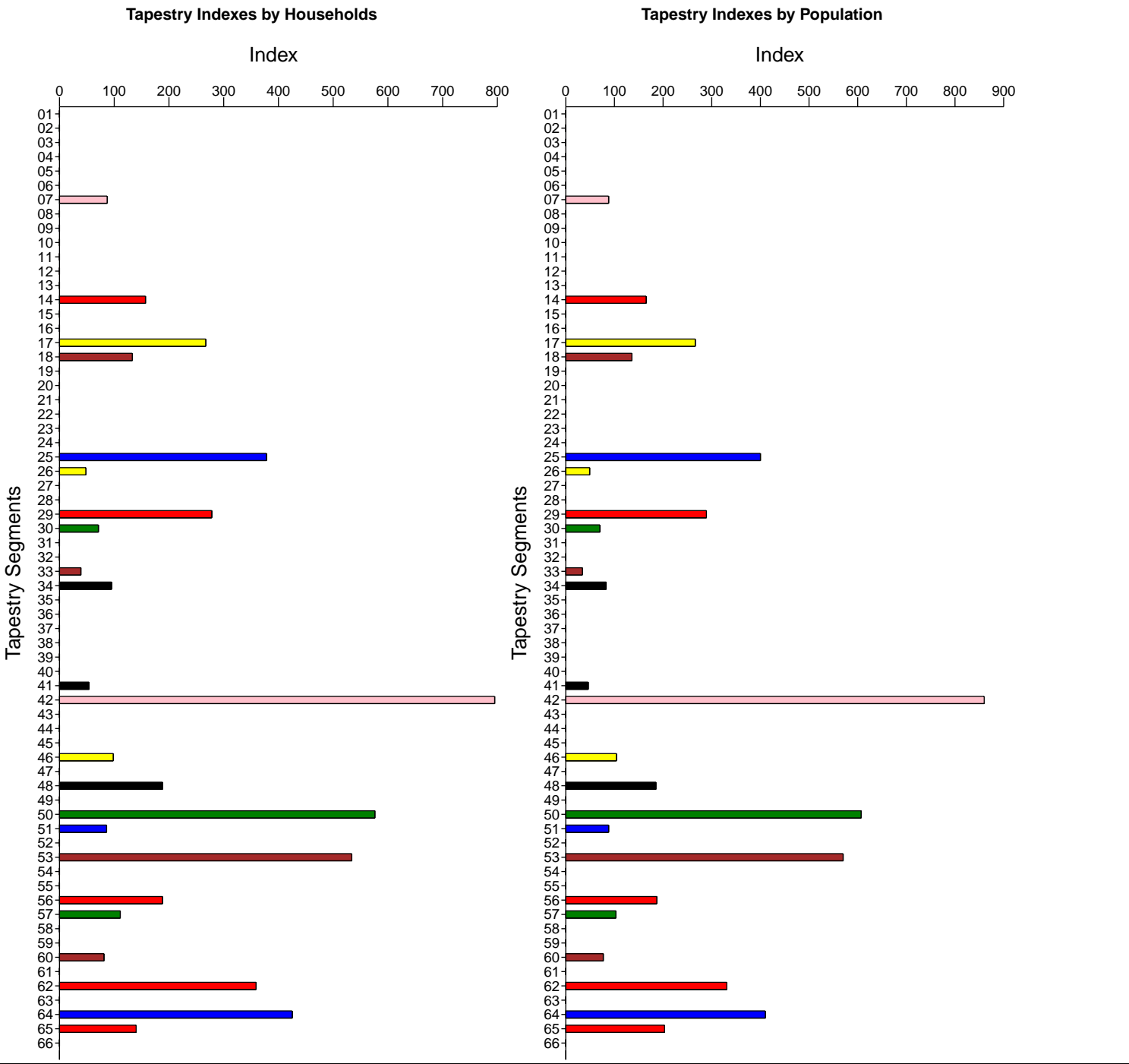


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Etowah, AL



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Etowah, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	42,963	100.0%		103,808	100.0%	
L1. High Society	939	2.2%	17	2,358	2.3%	16
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	939	2.2%	87	2,358	2.3%	88
L2. Upscale Avenues	5,290	12.3%	89	13,158	12.7%	92
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	3,663	8.5%	267	9,169	8.8%	266
18 Cozy and Comfortable	1,627	3.8%	133	3,989	3.8%	136
L3. Metropolis	1,911	4.4%	85	4,453	4.3%	82
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	348	0.8%	86	947	0.9%	88
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,563	3.6%	359	3,506	3.4%	331
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	10,594	24.7%	199	23,769	22.9%	219
14 Prosperous Empty Nesters	1,244	2.9%	157	2,888	2.8%	165
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	2,505	5.8%	278	5,656	5.4%	289
30 Retirement Communities	445	1.0%	71	808	0.8%	70
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	5,330	12.4%	576	12,175	11.7%	607
57 Simple Living	680	1.6%	111	1,246	1.2%	103
65 Social Security Set	390	0.9%	140	996	1.0%	203
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Etowah, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	42,963	100.0%		103,808	100.0%	
L7. High Hopes	1,406	3.3%	80	2,985	2.9%	75
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,406	3.3%	188	2,985	2.9%	185
L8. Global Roots	303	0.7%	9	727	0.7%	7
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	303	0.7%	81	727	0.7%	77
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	1,239	2.9%	37	3,119	3.0%	33
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	1,239	2.9%	425	3,119	3.0%	410
L10. Traditional Living	764	1.8%	20	1,555	1.5%	18
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	415	1.0%	39	767	0.7%	34
34 Family Foundations	349	0.8%	95	788	0.8%	83
L11. Factories & Farms	18,379	42.8%	451	46,420	44.7%	479
25 Salt of the Earth	4,492	10.5%	378	11,360	10.9%	400
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	9,312	21.7%	795	23,860	23.0%	860
53 Home Town	3,353	7.8%	534	8,255	8.0%	570
56 Rural Bypasses	1,222	2.8%	188	2,945	2.8%	187
L12. American Quilt	2,138	5.0%	53	5,264	5.1%	55
26 Midland Crowd	762	1.8%	48	1,969	1.9%	49
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	349	0.8%	54	751	0.7%	46
46 Rooted Rural	1,027	2.4%	98	2,544	2.5%	104
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Etowah, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	42,963	100.0%		103,808	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	1,629	3.8%	80	4,115	4.0%	71
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	1,239	2.9%	425	3,119	3.0%	410
65 Social Security Set	390	0.9%	140	996	1.0%	203
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	1,097	2.6%	23	2,323	2.2%	23
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	445	1.0%	71	808	0.8%	70
34 Family Foundations	349	0.8%	95	788	0.8%	83
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	303	0.7%	81	727	0.7%	77
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	1,406	3.3%	30	2,985	2.9%	25
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,406	3.3%	188	2,985	2.9%	185

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Etowah, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	42,963	100.0%		103,808	100.0%	
U6. Urban Outskirts II	2,591	6.0%	117	5,699	5.5%	104
51 Metro City Edge	348	0.8%	86	947	0.9%	88
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	680	1.6%	111	1,246	1.2%	103
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,563	3.6%	359	3,506	3.4%	331
U7. Suburban Periphery I	2,183	5.1%	33	5,246	5.1%	31
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	939	2.2%	87	2,358	2.3%	88
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	1,244	2.9%	157	2,888	2.8%	165
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	7,900	18.4%	189	18,667	18.0%	198
18 Cozy and Comfortable	1,627	3.8%	133	3,989	3.8%	136
29 Rustbelt Retirees	2,505	5.8%	278	5,656	5.4%	289
33 Midlife Junction	415	1.0%	39	767	0.7%	34
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	3,353	7.8%	534	8,255	8.0%	570
U9. Small Towns	5,679	13.2%	272	12,926	12.5%	275
41 Crossroads	349	0.8%	54	751	0.7%	46
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	5,330	12.4%	576	12,175	11.7%	607
U10. Rural I	8,917	20.8%	184	22,498	21.7%	191
17 Green Acres	3,663	8.5%	267	9,169	8.8%	266
25 Salt of the Earth	4,492	10.5%	378	11,360	10.9%	400
26 Midland Crowd	762	1.8%	48	1,969	1.9%	49
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	11,561	26.9%	350	29,349	28.3%	374
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	9,312	21.7%	795	23,860	23.0%	860
46 Rooted Rural	1,027	2.4%	98	2,544	2.5%	104
56 Rural Bypasses	1,222	2.8%	188	2,945	2.8%	187
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

Source: ESRI